



# 273

logo guidelines





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# about the logo

## Logo



## Icon



Logo Description: This logo and icon have been specially designed to represent 273 company. The logo reflects the company's passionate and creative nature, covering a wide range of fields from music to design. The icon symbolizes a vinyl record, making a reference to the company's establishment in the music industry.

# logo colors

**Digital:** The color for the logo and icon to be used on the web is *#CC0000* (RGB: 204, 0, 0).

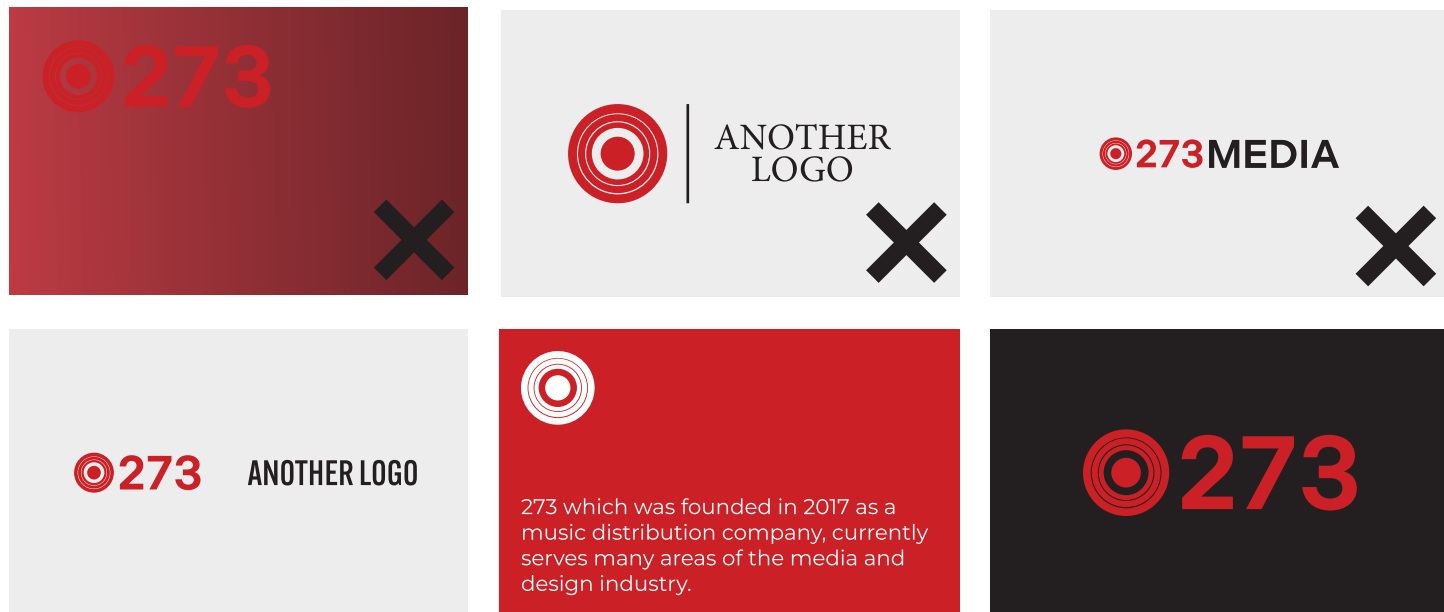
**Print:** The color for the logo and icon to be used for print is *C: 13, M: 100, Y: 100, K: 5*.

Please refrain from changing the logo colors to ensure the integrity of our brand.



## logo and icon usage

The 273 logo and icon can be used to represent the company's various services and increase brand visibility. Here are some instructions for usage:



## scaling

As the logo and icon are provided in various formats, including PDF, which is a vector format, scaling does not cause any loss of quality. Ensure to maintain the proportions while using them in different sizes. The logo and icon maintain a clear and smooth appearance in both small and large sizes.

## background

Place the logo and icon preferably on a white background. They are best displayed on light-colored backgrounds, ensuring harmony with the overall design. *If you are working on a red layout, you can change the logo and icon to white or black.*

## minimum clear space



Leave an empty space around the logo and icon. Providing at least an “Icon” size as clear space ensures clarity and attention-grabbing appearance. *This is not mandatory only for bleeds and crop marks.*

## logo and icon modifications

The logo and icon can be modified or edited within the specified guidelines. However, the following modifications should not be made:

- Changing or adding colors to the logo and icon.
- Rearranging the elements of the logo and icon in a different composition.
- Using the logo and icon typography or symbols separately to create different combinations. *If the content you have prepared is related to 273, you can use only the icon.*

The logo and icon are exclusive designs representing our company's creative and professional identity. Any modifications should be made in compliance with the approved design guidelines.

## contact

For any questions or approvals related to the usage of the logo,  
please contact us at:

**press@273.media**

